

Amendment to the Specification

Please amend the specification on page 1 as follows:

[0001] The present application ~~claims priority to~~ hereby incorporates by reference the provisional filed application entitled Dynamically Adapted and Targeted Advertising in IPG Environments, filed on Mar. 2, 2001, Ser. No. 60/273,102, ~~which is also incorporated herein by reference.~~ The present application is related to the application titled METHOD AND SYSTEM FOR CONTENT-BASED BROADCASTED PROGRAM SELECTION, filed on Nov. 30, 2001, Ser. No. 10/008,229.